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FOR IMMEDIATE RELEASE

## Over 45 Attend ‘Small Business Essentials’ Workshop at City Hall

*Free seminar co-hosted by Peachtree Corners and Gwinnett Chamber of Commerce*

PEACHTREE CORNERS, GA, May 1, 2014 – A host of business owners and those aspiring to open businesses of their own came to learn the ins and outs of starting and operating a small business at a seminar held at Peachtree Corners City Hall this week.

On Wednesday, April 30, the City of Peachtree Corners and Gwinnett Chamber of Commerce’s Small Business Development team collaborated to present information on topics for the small business owner including writing business plans, financial and lending assistance, licensing and taxes.

A panel of five experts answered questions and offered advice to the 46 men and women who attended the afternoon session. During the Q&A portion, participants learned about the variety of funding sources for small business startups, franchising, government contracting and where to go for free business advice.

“I found the Small Business Essentials event to be very useful,” said Bob Ballagh, a Peachtree Corners resident who operates a consulting business. “Most useful to me is I now have a better understanding of the resources that are available in Gwinnett County and Georgia to help small businesses get started and to grow. I also found the discussion about getting loans to start or grow a business to be very informative.”

Panelists included Peter Hildebrandt from SCORE, Erica Bracey and Mark Butler from the University of Georgia’s Small Business Development Corp. (SBDC) who offered information on a wide range of topics including growth strategies, start-up financing and minority assistance.

Also on the panel representing the City of Peachtree Corners was Community Development Director Diana Wheeler and Brandon Branham, the city's Accounting Manager, who answered questions on licensing, planning and economic development.

"The Gwinnet Chamber was proud to partner with the city on our most recent stop with our Small Business Essentials panel of resource experts in Peachtree Corners," said Stephanie Sokenis, Director for Small Business Development at the Gwinnett Chamber of Commerce. "Understanding the struggles and time constraints of our Gwinnett Small Businesses, this 'chamber on-the-road' traveling panel is provided to educate attendees about the many no or low-cost resources available to their businesses to get what they need to succeed."

The seminar was free but advance registration was required due to limited seating. For more information on future seminars send an email to [smallbusiness@gwinnettchamber.org](mailto:smallbusiness@gwinnettchamber.org).

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#### [About the City of Peachtree Corners:](#)

Gwinnett County's newest and largest city, Peachtree Corners was founded July 1, 2012 and is located along the shores of the Chattahoochee River in the southwest corner of the county. The city is home to some 38,500 residents and over 2,300 businesses. City Hall is located at 147 Technology Parkway, Suite 200, Peachtree Corners, GA 30092

#### [Gwinnett Chamber of Commerce:](#)

An independent, non-profit, member-funded business advocacy organization representing over 2,000 member companies that employ more than 750,000 workers across the Metro Atlanta and Georgia Innovation Crescent regions.

#### [About SCORE:](#)

SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. The organization has 11,000 volunteers, 320 chapters located in all 50 states including four chapters in Georgia.

#### [About SBDC:](#)

The Georgia SBDC Network provides low cost training and free consulting services including assistance with business plan development, market analysis and marketing strategies, financial analysis, compliance and legal issues, and preparation of loan submissions for individuals who want to start their own businesses or expand an existing one.